

IN THE SPECIFICATION:

Please amend the paragraph starting at page 2, line 2, and ending at page 2, line 13, as follows:

-- Much of consumer sales is based upon the impulse purchasing phenomenon, i.e., the phenomenon of a consumer deciding on the spur of the moment either *sua sponti* or through some external force, that he or she desires an item, and making the purchase immediately. Impulse purchasing is best illustrated by the candy display at the checkout counter of a grocery store. Most people who purchase the candy there did not set out to buy candy when ~~[[the]]~~ they visited the store, but were instead motivated to make the purchase by seeing the candy on display. This attractiveness at the display, coupled by the immediate availability of the candy, cause the consumer to make the purchase. --

Please amend the paragraph starting at page 12, line 25, and ending at page 13, line 4, as follows:

-- When the consumer indicates that he wants to take advantage of the incentive offer, he selects (clicks) the acceptance link associated with the time variable offer (block S7). At the point in time when the consumer clicks on the acceptance link, the consumer is awarded with the value of the incentive at that time. Thus, in the previous example, if the consumer clicked on the associated acceptance link after 25 seconds, he would be awarded with a ~~[[20%]]~~ 30% discount off the purchase price of the product offered. --

Please amend the paragraph starting at page 17, line 1, and ending at page 17, line 11, as follows:

-- The present invention may also reward consumers who frequently use the incentive system to purchase products/services. Thus, based on the number of times the consumer returns to the hosting Web site and purchases items with or without use of the novel incentive method, the particular consumer is rewarded. The reward may be in the form of a prize, such as a product or service, or may be in the form of changing the parameters of the incentive methods. Thus, the frequent consumer may be given a higher maximum incentive, a ~~lower~~ higher minimum incentive, or a slower timing or longer period of time. --